



WEWS

# ORDER

Flight Dates **09/25/12-10/01/12**

Contract / Revision      **312181 /**

Original Date / Revision  
09/28/12    09/28/12

Advertiser **Friends of Brown / Democra**

Agency    **Shorr Johnson Magnus**

Buying Contact

**1831 Chestnut Street  
Philadelphia, PA 19103**

Product

**Friends of Brown Week # 6 :60s 9.2**

Agency Com    15%

Billing Contact

**1831 Chestnut Street  
Philadelphia, PA 19103**

Sales Office    EWSDC

Sales Region   NAT

Agency Ref

Order Sep      00:20:00

Estimate #      **Week # 6 9.25-10.1.12**

Alt Order #

Billing Type    Cash

Order Type    GENERAL

Billing Cycle   EOM/EOC

Billing Calendar BROADCAST

Demographic   A35+

Rev Codes      POL      POL      CAND

Product Codes PL

Priority          P-2

Advertiser Ref

Primary Account Executive  
Daniel Baylog

Account Executive	Order%	Start Date	End Date
Daniel Baylog	100%		

Order Share 100% Market Value 66900

Competing Station	% of Order	Amount
CABLE	%	0
UNKWN	%	0
WBNX	%	0
WDLI	%	0
WEAO	%	0
WGGN	%	0
WJW	%	0
WKYC	%	0
WMFD	%	0
WOAC	%	0
WOIO	%	0
WQHS	%	0
WUAB	%	0
WVIZ	%	0
WVPX	%	0

## Order Totals

Month	# of Spots	Net Amount	Gross Amount	Rating
September 2012	35	\$47,260.00	\$55,600.00	0.00
October 2012	9	\$9,605.00	\$11,300.00	0.00
<b>Totals</b>	<b>44</b>	<b>\$56,865.00</b>	<b>\$66,900.00</b>	<b>0.00</b>

## Billing Plan

Start Date	End Date	# Spots	Net Amount	Gross Amount
08/27/12	09/30/12	35	\$47,260.00	\$55,600.00
10/01/12	10/01/12	9	\$9,605.00	\$11,300.00

														<u>Totals</u>	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	WEWS	09/25/12	10/01/12	M-F GMA 7-9a M-F GMA 7-9a	CM	7-9a	MTWTF--	1:00	3	\$1,200.00	P-2	0.00	NM	4	\$4,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 09/24/12		09/24/12	09/30/12	- TWTF--					3	\$1,200.00		0.00			
Week: 10/01/12		10/01/12	10/07/12	M-----					1	\$1,200.00		0.00			
2	WEWS	09/25/12	10/01/12		CM	6-7a	MTWTF--	1:00	4	\$1,100.00	P-2	0.00	NM	9	\$9,900.00



WEWS

Print Date: 09/28/12

Page 2 of 3

Contract / Revision 312181 Flight Dates 09/25/12-10/01/12

Hiatus Dates

Original Date / Revision 09/28/12/ 09/28/12

Order Sep 00:20:00

Advertiser Friends of Brown / Democr Product Friends of Brown Week # 6 Estimate # Week # 6 9.25-10.1.12

													Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
				M-F GMC 6-7a										
				M-F GMC 6-7a										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		09/24/12	09/30/12	- TWTF--	7		\$1,100.00		0.00					
Week:		10/01/12	10/07/12	M-----	2		\$1,100.00		0.00					
3	WEWS	09/25/12	10/01/12	M-F GMC 5-6a	CM	5-6a	MTWTF--	1:00	4	\$800.00	P-2	0.00 NM	5	\$4,000.00
				M-F GMC 5-6a										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		09/24/12	09/30/12	- TWTF--	4		\$800.00		0.00					
Week:		10/01/12	10/07/12	M-----	1		\$800.00		0.00					
4	WEWS	09/25/12	10/01/12	M-F 10-11a	CM	10-11a	MTWTF--	1:00	4	\$1,100.00	P-2	0.00 NM	5	\$5,500.00
				M-F 10-11a										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		09/24/12	09/30/12	- TWTF--	4		\$1,100.00		0.00					
Week:		10/01/12	10/07/12	M-----	1		\$1,100.00		0.00					
E 5	WEWS	09/25/12	10/01/12	M-F 2-3p	CM	2-3p	MTWTF--	1:00	2	\$1,400.00	P-2	0.00 NM	4	\$4,200.00
				2-3pm General Hospital										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		09/24/12	09/30/12	- TWTF--	2		\$1,400.00		0.00					
Week:		10/01/12	10/07/12	M-----	1		\$1,400.00		0.00					
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>			
3	WEWS	10/01/12-10/07/12		M-F 2-3p	2-3p		M-----	1:00	<del>(\$1,400.00)</del>	0.00	NM			
See MG 5.4,5.5														
[hra/pol]														
4	WEWS	10/01/12-10/01/12		M-F 10-11a	10-11a		M-----	1:00	\$1,100.00	0.00	NM			
Ⓜ MG for 5.3 10/01														
5	WEWS	09/30/12-09/30/12		SU 5-530a Wall Street Repor	5-530a		-----Su	1:00	\$300.00	0.00	NM			
Ⓜ MG for 5.3 10/01														
6	WEWS	09/25/12	10/01/12	M-F 4-5p Dr. OZ	CM	4-5p	MTWTF--	1:00	3	\$1,800.00	P-2	0.00 NM	4	\$7,200.00
				M-F 4-5p Dr. Oz										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		09/24/12	09/30/12	- TWTF--	3		\$1,800.00		0.00					
Week:		10/01/12	10/07/12	M-----	1		\$1,800.00		0.00					
7	WEWS	09/25/12	10/01/12	SU 6-630p News	CM	6-630p	-----S	1:00	1	\$2,600.00	P-2	0.00 NM	1	\$2,600.00
				SU 6-630p News										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		09/24/12	09/30/12	-----S	1		\$2,600.00		0.00					
Week:		10/01/12	10/07/12	-----	0		\$0.00		0.00					
8	WEWS	09/25/12	10/01/12	M-F 5-6p News	CM	5-6p	MTWTF--	1:00	4	\$1,900.00	P-2	0.00 NM	5	\$9,500.00
				M-F 5-6p News										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		09/24/12	09/30/12	- TWTF--	4		\$1,900.00		0.00					
Week:		10/01/12	10/07/12	M-----	1		\$1,900.00		0.00					
9	WEWS	09/25/12	10/01/12	Sunday Prime A	CM	7-8p	-----S	1:00	1	\$10,000.00	P-2	0.00 NM	1	\$10,000.00
				Sunday Prime A										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		09/24/12	09/30/12	-----S	1		\$10,000.00		0.00					
Week:		10/01/12	10/07/12	-----	0		\$0.00		0.00					
10	WEWS	09/25/12	10/01/12	M-F 1202a-107a Jimmy K	CM	1202-107x	MTWTF--	1:00	2	\$1,200.00	P-2	0.00 NM	3	\$3,600.00
				M-F 1202a-107a Jimmy K										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		09/24/12	09/30/12	- TWTF--	2		\$1,200.00		0.00					
Week:		10/01/12	10/07/12	M-----	1		\$1,200.00		0.00					



**WEWS**

Print Date: 09/28/12

Page 3 of 3

Contract / Revision     **312181**     Flight Dates **09/25/12-10/01/12**

Hiatus Dates

Original Date / Revision   09/28/12/   09/28/12

Order Sep   00:20:00

Advertiser   **Friends of Brown / Democr**   Product **Friends of Brown Week # 6**   Estimate #   **Week # 6 9.25-10.1.12**

														<u>Totals</u>	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
10	WEWS	09/25/12	10/01/12	M-F 1202a-107a Jimmy K M-F 1202a-107a Jimmy K	CM	1202-107x	MTWTF--	1:00	2	\$1,200.00	P-2	0.00	NM	3	\$3,600.00
11	WEWS	09/25/12	10/01/12	M-F 3-4p Katie M-F 3-4p Katie	CM	3-4p	MTWTF--	1:00	2	\$1,800.00	P-2	0.00	NM	2	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/24/12	09/30/12	- TWTF--	2		\$1,800.00		0.00						
Week:		10/01/12	10/07/12	-----	0		\$0.00		0.00						
12	WEWS	09/25/12	10/01/12	M-F 730-8P 730-8p Let's Ask America	CM	730-8p	MTWTF--	1:00	1	\$2,000.00	P-2	0.00	NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/24/12	09/30/12	- TWTF--	1		\$2,000.00		0.00						
Week:		10/01/12	10/07/12	-----	0		\$0.00		0.00						
														<b>Totals</b>	<b>44 \$66,900.00</b>